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COFFEE ALLIANCE FOR EXCELLENCE

The Coffee Alliance for Excellence (CAFE) is a public-private partnership that seeks to increase the incomes of smallholder coffee farmers so that they need not resort to drug cultivation for economic survival. CAFE will achieve this objective by helping farmers to improve productivity and break into the supply chain for specialty coffee, which pays a premium for high quality beans.

Being the second largest cocaine producing country in the world, the Government of Peru has successfully adopted a counter-narcotics strategy focused on eradication, interdiction, and alternative development with U.S. Government's support. Coffee is the second most widely used crop substitute for coca. Through the Alliance, USAID and the private sector help lift thousands of rural families out of poverty and integrate them into the licit economy. CAFE identifies shared objectives among stakeholders, from end consumers to financial and government institutions to facilitate relationships.

HOW DOES CAFE WORK?

- Increase coffee farmers' productivity (yields) and improve the quality of their beans through training and access to essential inputs.
- Teach coffee farmers about sustainable production practices, which will make their farms more resilient and productive.
- Connect coffee farmers to markets, so they can access inputs and sell their product at a fair price.
- Improve coffee farmers' access to formal financial services, including credit.

RESULTS ACHIEVED

- \$31 million in gross sales facilitated.
- Brokered the sale of 4,367 metric tons of coffee, at a value of \$9'294,913 from producer organizations to major coffee buyer PERHUSA.
- 7,872 families participating in Alliance activities.
- 3,543 new coffee hectares installed, and 7,963 agroforestry hectares assisted in targeted areas.
- 117 producer business groups identified and selected to be strengthened and trained on organizational development.

PROJECT INFORMATION

IMPLEMENTER: TechnoServe, Inc.

PARTNERS: Jacob Douwe Egberts (JDE), Perales Huancaruna S.A.C (Perhusa), Olam, World Coffee Research (WCR), International Potato Center (CIP)

PROGRAM DURATION: November 2, 2017 - November 2, 2022

USAID FUNDING: \$11,225,896

CONTRIBUTIONS FROM OTHER PARTNERS (LEVERAGE): \$1,700, 000

LOCATION: Huanuco, San Martin, and Ucayali regions

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